



Private Sector at the Disaster

The FEMA Private Sector Division within the Office of External Affairs was established to improve information sharing and coordination between FEMA and the private sector during disaster planning, response and recovery efforts. The Private Sector Divisions Purpose is to “Communicate, cultivate and advocate for collaboration between the U.S. private sector and FEMA, to support FEMA’s capabilities and to enhance national preparedness, protection, response, recovery and mitigation of all hazards.”

The Federal Emergency Management Agency (FEMA) works closely with our state and local partners, as well as the many voluntary organizations, to help individuals, businesses and communities recover from the damaging effects of a disaster. The FEMA Private Sector Liaison in the local Joint Field Office (JFO) of a declared disaster is established to help coordinate and assist in this process.

Private sector organizations play a key role before, during and after a disaster, and private sector resiliency and recovery is a central component in a community’s recovery. Private sector is the life blood of most local economies making up ninety plus percent of the work force. They also provide the necessary food, fuel and other supplies used and required by the local population. Without these businesses remaining viable and available, the recovery process would be a much more difficult and longer process.

In the field, the JFO provides a central location for the coordination of federal, state, tribal, and local governments and private sector and non-governmental organizations with primary responsibility for response and recovery. FEMA Private Sector liaisons serve as conduits of essential information between the federal government response and the private sector community (businesses, large employers, their employees and non-governmental non-profit agencies).

The FEMA Private Sector Liaisons deliver assistance to disaster survivors in affected areas by disseminating information and guidance to businesses, organizations, workers, colleagues, customers and others.

FEMA Private Sector personnel contact Chambers of Commerce in designated areas to reach out to their members and their employees to provide disaster registration information and other pertinent disaster news. FEMA Private Sector also reaches out to Trade and Industry organizations, members, Private Non-Profit groups, large business employers and others to ensure that they and their employees have the information needed to assist them in the recovery process from a disaster.

FEMA Private Sector also requests these sources to provide feedback to assist in providing situational awareness to aid in the recovery process, by identifying any issues or concerns the business or their employees may have, to ensure that their needs are met during the recovery process.

These various sources help FEMA Private Sector spread the word that businesses, individuals and Private-Non-Profits in disaster-designated areas should register with FEMA if they sustained damage to their business, home or personal property. They may register online at www.disasterassistance.gov, smart phone at **m.fema.gov**, or at **1-800-621-3362** or (TTY) **1-800-462-7585**. Those who use 711 Relay or Video Relay Services may call 1-800-621-3362. The toll-free telephone numbers open 7 a.m. to 10 p.m. seven days a week.

The JFO FEMA Private Sector emails Business Advisories to chambers, trade organizations, private-non-profit organizations and others during the recovery process of a disaster with updated information to help businesses and their employees better understand the various support programs which may be available to assist them.

To provide support in the preparedness and mitigation for future events, FEMA Private Sector has collected information from across FEMA and other resources into readily accessible sites to help employers and their employees in the preparation for and response to disasters. Some of the sites follow:

- Create -and practice – an emergency plan – visit www.ready.gov
- For information on the National Flood Insurance Program – visit www.floodsmart.gov
- Take steps to prepare and protect your property – visit www.fema.gov/plan/index
- Take steps now to mitigate you from future disasters – visit www.fema.gov/what-mitigation

If your business is in a designated federal disaster area and you need assistance or have questions please contact www.fema.gov/privatesector to obtain the local contact for support in your area.